



Philip Morris Means  
Package Merchandising

4/25/92

DEAR SUSAN,

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I HAVE ENCLOSED ONE OF THE CARTIER COUNTER CARDS, MARY KATE WORKED WITH ME LAST WEEK IN SF AND I TOOK HER TO SOME ACCOUNTS WITH POS THAT I'D LIKE YOU TO SEE.

SHE WILL BE SENDING PHOTOS OF A MILD 7 COUNTER CARD (INCL. DIMENSIONS) AND AN ACCOMPANYING COUNTER CARD WITH JAPANESE CHARACTERS WHICH I WAS TOLD READS, "WE SELL JAPANESE CIGARETTES HERE."

WE ALSO TOOK PHOTOS OF SOME OTHER TOBACCO COMPANY DISPLAYS WHICH I HAD SENT BEFORE AND WHICH APPARENTLY WERE MISPLACED. THEY ARE BOTH MADE BY CIGAR COMPANIES.

BERING CIGAR AND DANNEMAN CIGAR BOTH HAVE HINGED LIDS AND KEEP THE PRODUCT TOTALLY ENCLOSED WHICH RETAILERS RESPOND VERY POSITIVELY TO BECAUSE IT AIDS IN DEFERRING THEFT YET ALLOWS FRONT COUNTER VISIBILITY.

BERING CIGAR IS BEST DESIGNED IN TERMS OF AESTHETICS. IT HAS A LARGE BORDER AT THE BASE WITH THE COMPANY SIGNAGE IN BOLD LETTERS.

DANNEMAN CIGAR IS ALSO A STREAMLINED PLEXIGLASS DISPLAY BUT LESS EXECUTING. THE AMBER COLORED PLEXIGLASS IS LESS DRAMATIC THAN THE CLEAR, BLACK AND SILVER CONTRAST OF COLORS ON THE BERING DISPLAY.

HOWEVER, RETAILERS LIKE THE FACT THAT THE HINGED LIDS ON DANNEMAN DISPLAYS OPEN FROM THE BACK, MAKING IT MORE DIFFICULT FOR CUSTOMERS TO HELP THEMSELVES.

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LIKE THE GALOISES DISPLAY, THESE COMPANIES HAVE COMPACT, STREAMLINED DESIGNS WITH PRODUCT THAT IS VERY VISIBLE THROUGH THE PLEXIGLASS BUT CANNOT BE TOUCHED EASILY WITHOUT ASSISTANCE. THESE DISPLAYS SEEM TO HAVE SUCCESS IN GAINING "SELF SERVICE" PRIME POSITIONS.

WE ALSO TOOK PHOTOS OF A CAPRI HOTEL DISPLAY WHICH HAS BOLD SIGNAGE RUNNING VERTICALLY AND HEADERS WHICH CAN BE SLID BETWEEN THE PLEXIGLASS AND CHANGED AS NEEDED.

SOME ADDITIONAL SUGGESTIONS: ① DECALS WHICH ARE TWO SIDED. THE ONES THE SF. MARKET HAD RECEIVED DID NOT HAVE PRINTING ON BOTH SIDES, SO THAT ONE SIDE WAS BLANK WHEN SEEN THROUGH A DOOR OR OTHER GLASS SURFACES.

② ALSO, THE ADHESIVE ~~WAS~~ WAS ON THE PRINTED SIDE AND MADE THE DECAL LESS VERSATILE. IT COULD NOT BE PLACED ON VENDING MACHINES OR OTHER NON TRANSPARENT SURFACES.

③ I HAD ALSO SEEN A LIGHTWEIGHT COUNTER CARD FOR A JEWELRY COMPANY AT ONE OF MY HOTEL ACCOUNTS. THE CARD WAS LAMINATED AND SEEMS TO REMAIN AS A PERMANENT COUNTER PIECE.

④ SOME TYPE OF POS, SMALL CARDS PERHAPS WHICH CAN BE PLACED NEXT TO THE DM DISPLAYS WITH A PARAGRAPH HIGHLIGHTING THE CHARACTERISTICS OF CARTIER (CAN BE TAKEN FROM SELF IN BROCHURE). THIS WOULD BE HELPFUL SINCE WE HAVE NO ADVERTISEMENTS AND RETAILERS OFTEN DO NOT KNOW WHAT TO SAY WHEN ASKED "WHAT'S THAT?"

PLEASE GIVE A CALL IF YOU HAVE ANY QUESTIONS. THANK YOU  
LAUREN CHAVEZ  
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